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CONSUMER TIME

ORANGES .. LEMONS .. GRAPEFRUIT

NETWORK: NBC

Date: January 26, 1946

ORIGIN: WRC

TIME: 12:15-12:30 p.m. EST

(Produced by the U. S. Department of Agriculture...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers).

1. SOUND: CASH REGISTER .. MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER .. CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture

5. WAITRESS: What's yours, Mister?

6. MISTER: Me? Oh .. well, I think I'll have a glass of fresh orange juice .. a big one ..

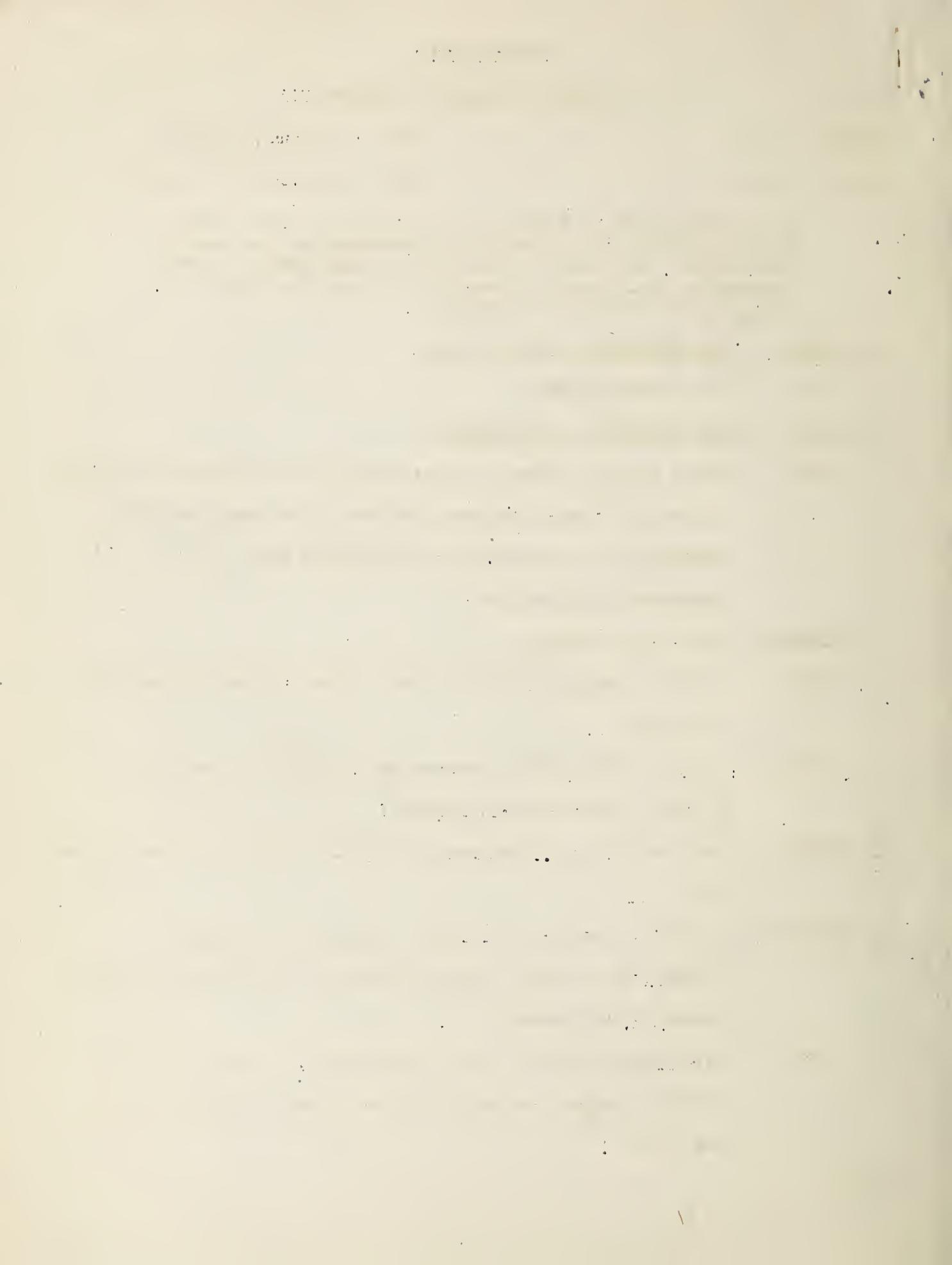
7. WAITRESS: (CALLING. OFF MIKE) Give me an O.J. and make it double!!
(TO MAN) And what else, mister?

8. MISTER: What else? Oh .. after that, I think I'll have .. another orange juice ..

9. WAITRESS: (CALLING) I got an O.J. workin' ...And make that two ..
(TO MAN) Say, mister, your mother wasn't frightened by an orange blossom, by any chance ...

10. MISTER: No....oh no. I just like it, that's all. I --- well I'm just back from overseas .. And I'm in the process of making a dream come true!

(PAUSE)



11. ANNCR: Right now throughout the country .. citrus fruits are plentiful. The Department of Agriculture announces record-breaking crops of lemons, oranges, grapefruit, and limes this season. Yes -- that's good news for returned servicemen who have been longing for delicious fresh orange juice and grapefruit, and lemonade! It's good news for homemakers, because citrus fruits make such delicious -- and attractive -- cocktails, salads, and desserts. And it's good news for everybody .. because oranges and lemons and grapefruit and tangerines .. are so good and so good for you.

All right, now let's go on with our story. The story of citrus fruits. How to prepare them. Why they're an important food. And here are CONSUMER TIME'S Mrs. Freyman and Johnny .. to tell all about it.

12. FREYMAN: Our story begins with Christopher Columbus ..

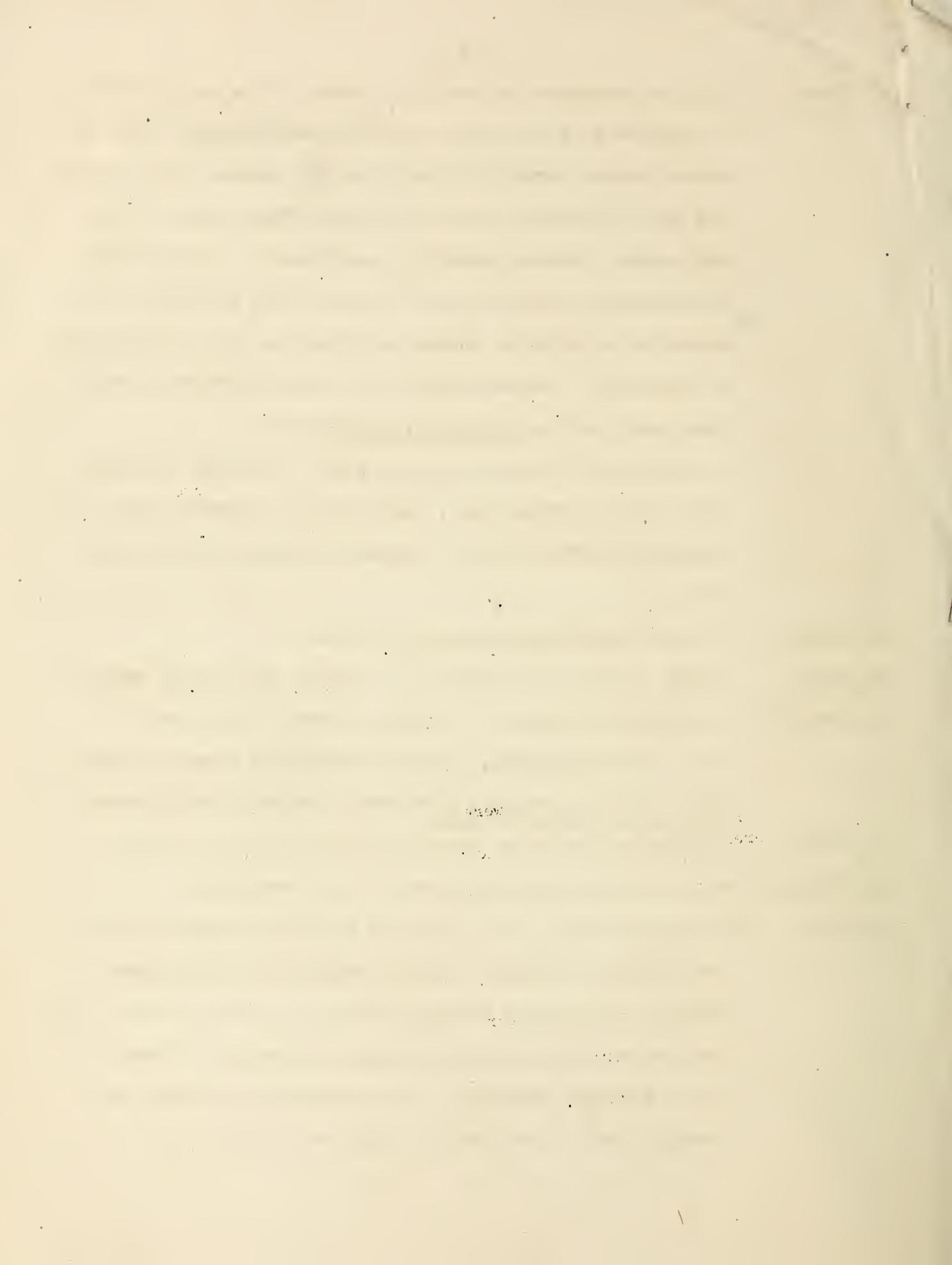
12. JOHN: Because it was he who first brought oranges over to this country ..

13. FREYMAN: And oranges were started in Florida, probably by accident, by early Spanish explorers. They ate oranges and threw the seeds away .. and in a few years there were flourishing orange trees, along the Florida river banks!

14. JOHN: The explorer de Soto was responsible wasn't he, Mrs. Freyman?

15. FREYMAN: Or Ponce de Leon, historians aren't quite sure which!

16. JOHN: But the great hero in the history of California oranges, wasn't an ancient Spanish explorer. He was a Department of Agriculture scientist. Less than a hundred years ago, he sent two little orange trees via the then new transcontinental railroad, to a friend of his in Riverside California. He suggested that the trees be planted to see if navel oranges would grow in California.



17. FREYMAN: The friend planted them all right; one of them died; but the other one is still living, right there in Riverside, nearly 75 years old -- and still bearing fruit.

18. JOHN: And that's what started navel oranges in California. Actually this orange tree, is the parent to thousands of orange trees in the west. And there's a bronze tablet beside it, which honors this tree as being the start of the orange-growing industry in California.

19. FREYMAN: Johnny, as long as we're starting right at the beginning on our story of oranges and lemons and grapefruits and limes.. what does the word "citrus" actually mean?

20. JOHN: Well, you'd be surprised. It's a mistake. It means "cedar". A Greek botanist some two thousand years ago saw a citrus tree for the first time...and said...

21. GREEK: Oh what a beautiful cedar tree!. And look at all the beauiful cedar apples growing all over it!

22. JOHN: And his mistake was picked up by the ancient Romans --who called the fruits citrus, (meaning cedar) and we still call them that today.

23. FREYMAN: Well imagine that! You know I heard something interesting about lemons, Johnny. It seems that in the early days, natives of Ceylon, India .. before they went swimming in the rivers .. always cautioned each other ..

24. INDIAN: Here, friend .. take this lemon. And with the juice of the lemon, cover yourself all over. When you are annointed with lemon juice, you need have no fear of the crocodiles in the river. Lemon juice will protect you from crocodiles!

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25. JOHN: That's a good one! And in ancient times, many people believed that citrus fruits were a good antidote for poisons .. Even in England not too long ago .. it was common to hear ..

26. ENGLISHMAN: I'll not catch the plague .. that I'll not! For I always have with me this jolly orange. And when I walk through the streets, I'll hold it under me nose! The orange, you know, is a most remarkable fruit!

27. FREYMAN: And then of course there's the familiar story about how the British parliament in the early 1700's made it a law that British sailors should have lime juice to drink when they were at sea.

28. JOHN: And that was because the sailors, after long months at sea without fresh fruit, suffered from scurvy.

29. FREYMAN: AND .. that story sort of brings us right up to date, doesn't it, Johnny?

30. JOHN: How's that!

31. FREYMAN: Because .. the reason the British sailors didn't get scurvy when they drank fresh lime juice was because of that important vitamin .. vitamin C

32. JOHN: And right now .. today .. one reason that citrus fruit is considered so important to our diet...is because it is so rich in that vitamin!

33. JOHN: Now frankly, Mrs. Freyman .. I like oranges and grapefruit and so on...because they're good. I'd eat'em even if they didn't have any vitamin C.

34. FREYMAN: Certainly, Johnny! But it's kind of nice to have the extra satisfaction that you're getting an important vitamin at the same time.

35. JOHN: Well, I really hate to admit it Mrs. Freyman...But I never can remember what it is that Vitamin C does for you.

36. FREYMAN: Well very simple, Johnny .. the nutritionists say that when you don't get enough Vitamin C every day you're likely to have less resistance to disease .. You get tired more easily; lose your appetite. And this vitamin is important for your teeth and gums, too.

37. JOHN: It sounds necessary enough, Mrs. Freyman!

38. FREYMAN: It is necessary. Here's another thing. Unless you have enough vitamin C every day .. you're likely to be slow in recovering from an injury of any kind. And .. you bruise more easily!

39. JOHN: That's me, Mrs. Freyman!

40. FREYMAN: One more thing .. now that you've got me started. An eminent nutritionist once said ..

41. JOHN: And you quote ..

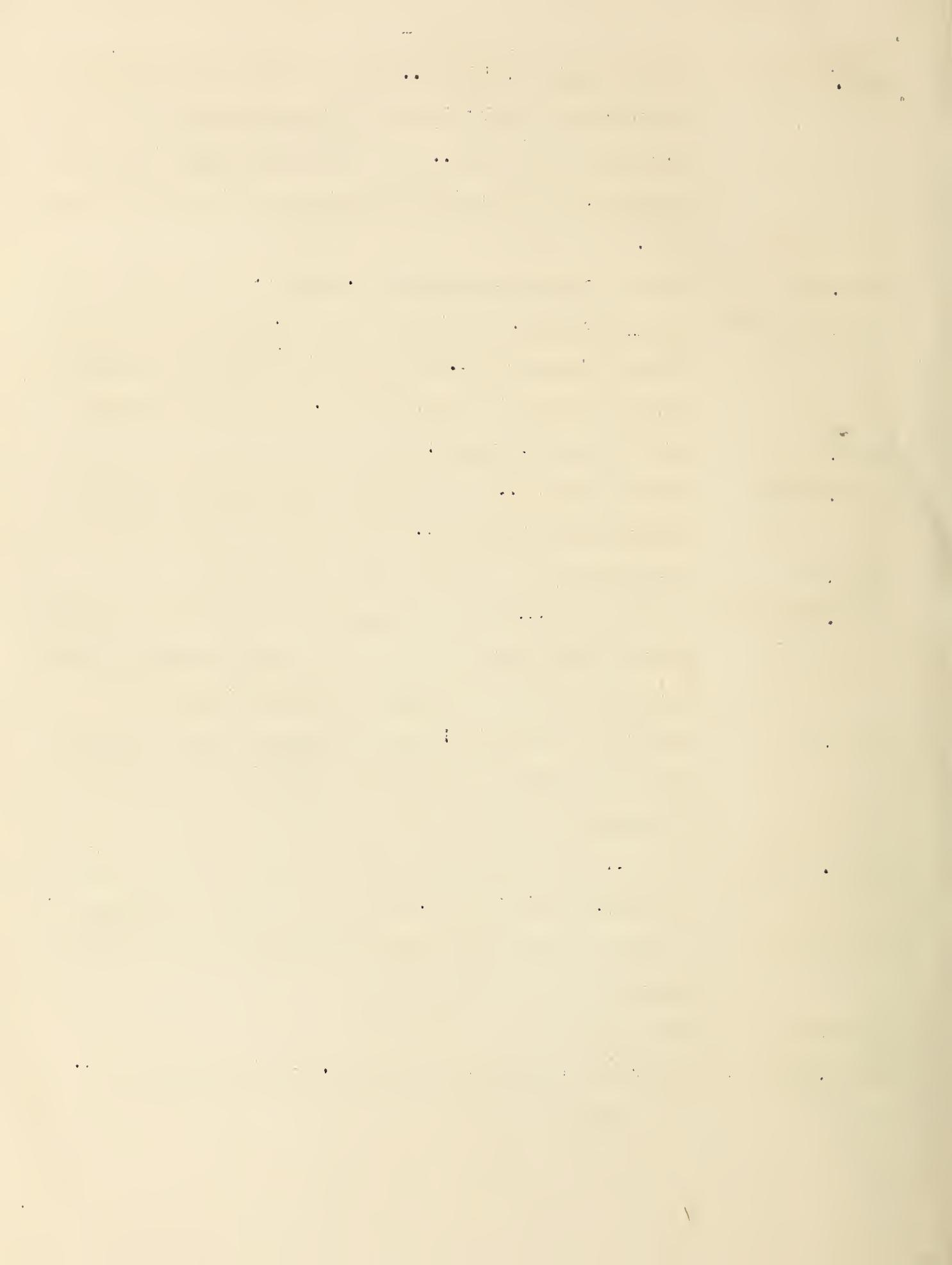
42. FREYMAN: And I quote!..."There are interesting indications that Vitamin C may have an important part in what has been attractively called "the preservation of the characteristics of youth!"

43. JOHN: Dear me, Mrs. Freyman! I can see thousands of people rushing down to the corner grocery to buy a bagful of oranges right this minute!

44. FREYMAN: Well.. we're not doing any more than quoting, that nutritionist Johnny! And by the way. You said "buy a bagful of oranges!" You know, lots of people don't realize that the other citrus fruits are rich in Vitamin C too!

45. JOHN: Is that so?

46. FREYMAN: Certainly! Lemons, for instance! The authorities say ..



47. NUTRITIONIST: A half a grapefruit will go a long way toward supplying your days needs of Vitamin C; as well as a whole orange. Then a couple of tangerines .. or lemons, in lemonade for instance .. will give you about the same amount of this important vitamin.

48. FREYMAN: And here's a tip from the nutritionists.

49. NUTRITIONIST: When you make orange juice or grapefruit juice .. it's just as well if you don't strain it. The pulp of citrus fruit contains vitamin C .. so there's vitamin thrift in not straining the juice.

50. JOHN: This "C" is sort of a delicate little vitamin, isn't it Mrs. Freyman?

51. FREYMAN: Indeed it is, Johnny. You know.. that's why we have to have an adequate amount of it every day, because it doesn't last! You can't store it up! Here's something else they say:

52. NUTRITIONIST: You'll be very wise not to cut citrus fruit until just before you're ready to eat it! Heat and air are destructive to vitamin C. If you squeeze citrus fruit for breakfast the night before .. keep it cool and covered. And remember .. the less air space there is between the juice and the container top, the better for the vitamin. If you take these precautions...then you can store it for as long as 24 hours without hurting its food value!

53. JOHN: Sounds like a helpful hint .. doesn't it, Mrs. Freyman!

54. FREYMAN: It is! And I heard another tip-off about citrus fruits, too, Johnny.

55. JOHN: What would that be?

56. FREYMAN: Well, you know that since sugar is still tightly rationed, oranges and tangerines are especially welcome now because they are "something sweet!" Besides serving them as sweets .. you can use them as sweetners too. Here's what some home economists have suggested:

57. NUTRITIONIST: When you're making orange gelatin dessert, use orange sections as well as orange juice. If you do, you can use a third less sugar, or even a half.

58. JOHN: Very good!

59. NUTRITIONIST: If you like sweet salad, mix orange slices with slaw, or with grated carrots! That will give you a touch of sweetness without using sugar!

60. FREYMAN: Now I've heard, too, that a delicious table syrup has been made from tangerines .. which goes fine with cakes and waffles!

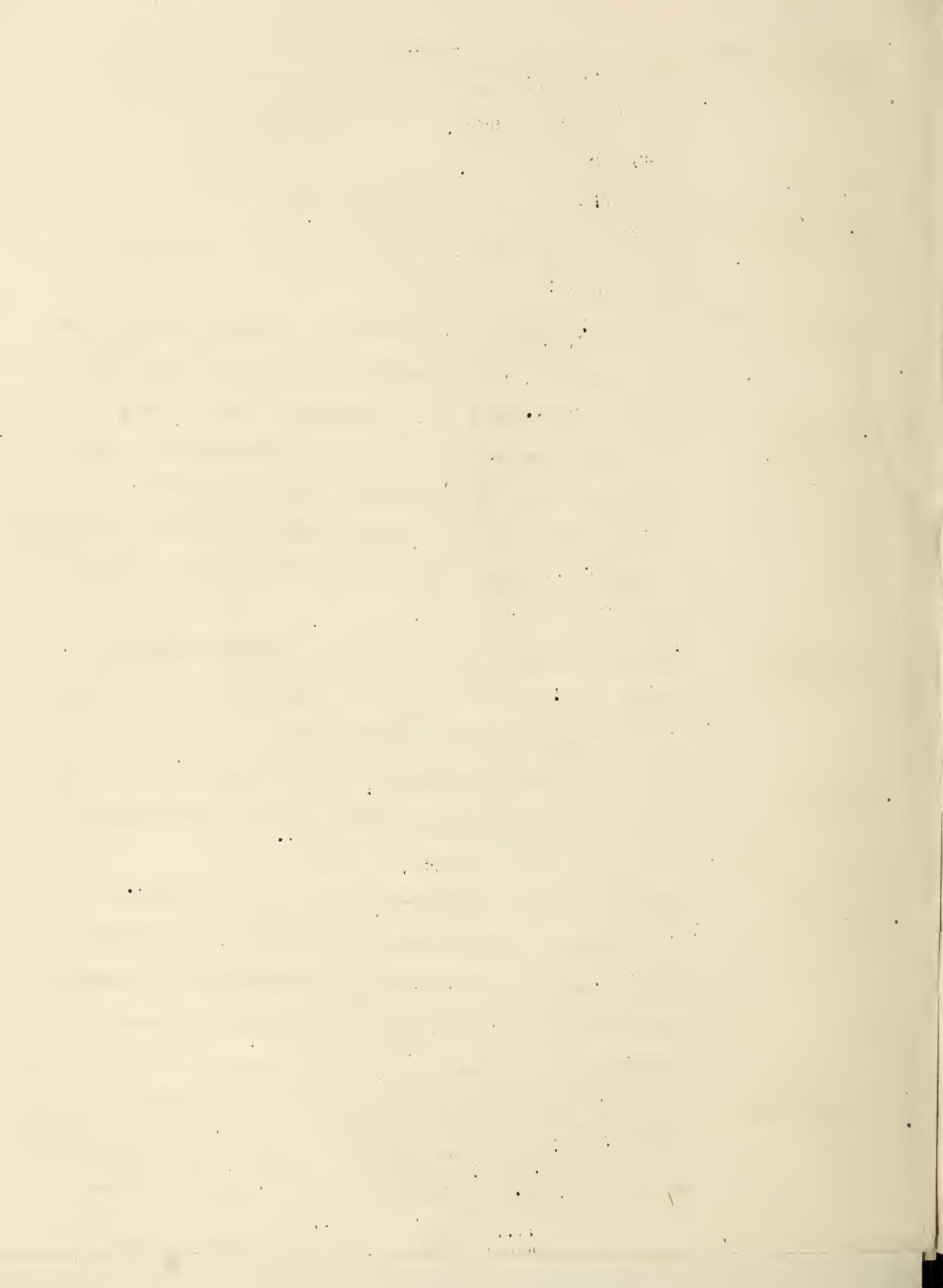
61. JOHN: Tangerine table syrup! ..That sounds good, Mrs. Freyman! Now we've heard of something of what the nutritionists and home economists have to say about citrus fruits .. I'd like to go on with the story .. out in a citrus orchard, so to speak. Running an orange or grapefruit orchard...is hardly an easy job, you know!

62. FREYMAN: I should say not! I think the citrus growers greatest fear is .. frost! Often there's danger that an entire crop may be wiped out by a sudden drop in temperature!

63. JOHN: The growers keep a close eye on the weather.. and listen carefully for Weather Bureau reports. And every now and then .. the fateful words come over the air..

64. MAN: (FILTER) Here's a special announcement from the United States Weather Bureau. Fruit Growers in this area are warned that below-freezing temperatures are expected tonight. The temperature will probably drop to 28 degrees early in the evening
(FADING) and continue to fall during the night (etc. ad lib OUT)

65. GROWER (EXCITED) That's it! Just what I've been expecting! I knew the weather wouldn't hold! Joe! Round up the boys .. Get'em started filling the smudge pots. Tell'em to step on it! We got to have those things lighted by sundown .. Myrtle .. keep listening to the radio every minute!...I'm going out to the orchard...
ETC. AD LIB OUT



66. JOHN: The whole neighborhood springs into action, when the Weather Bureau announces a freeze. Neighbors help each other out .. and not a moment is lost in filling and lighting the rows of smudge pots under the trees .. or piling wood for fires.

67. FREYMAN: What exactly are those .. smudge pots .. Johnny.

68. JOHN: They're actually little oil stoves, Mrs. Freyman .. with great big stove-pipes sticking up. The men light them all up and down between the rows of fruit trees, and the flames cast a weird red glow in the night ..

69. FREYMAN: And they keep the air warm around the trees?

70. JOHN: Yes they do. It's quite a wonderful sight, if it weren't so often a tragedy. Sometimes the weather gets too cold for the fruit to be saved, even with the fires. And that means thousands of dollars loss for the grower.

71. FREYMAN: I should think it would cost plenty to run those fires ..

72. JOHN: Indeed it does .. Often the growers have to work two and three days and nights over the trees .. keeping the fires going .. watching every little temperature change. They even stick thermometers in the oranges and grapefruit .. to keep track of their temperature!

73. FREYMAN: Imagine that!

74. JOHN: And other inventions besides smudge pots have been tried. There's such a thing as a wind machine, now. It's a tall pole, with two huge propellor-fans mounted on top. The idea is to stir up the air, and prevent the fruit from freezing. That's in use on some ranches.

75. FREYMAN: But of course frost isn't the only headache for citrus growers, is it Johnny?

¹ See also the discussion of the relationship between the two in the introduction.

76. JOHN: Oh no .. among other things .. there are insect pests. Citrus growers have waged long wars against bugs. For instance back a few years ago they found that a very pestiferous little bug couldn't be killed even by cyanide gas. Then they discovered why not. The insect simply held its breath until the gas blew away!!

77. FREYMAN: Just another problem for the citrus grower!!

78. JOHN: And explorers have searched the world over to find and bring back harmless insects which would feed on and destroy the pests of the citrus trees! Back in 1924 you may remember the Mediterranean fruit fly nearly destroyed the Florida crop. But Federal and State officials got together; destroyed millions of infested fruits; put a quarantine on all citrus leaving the State, and by the end of the year the fruit fly was nearly wiped out.

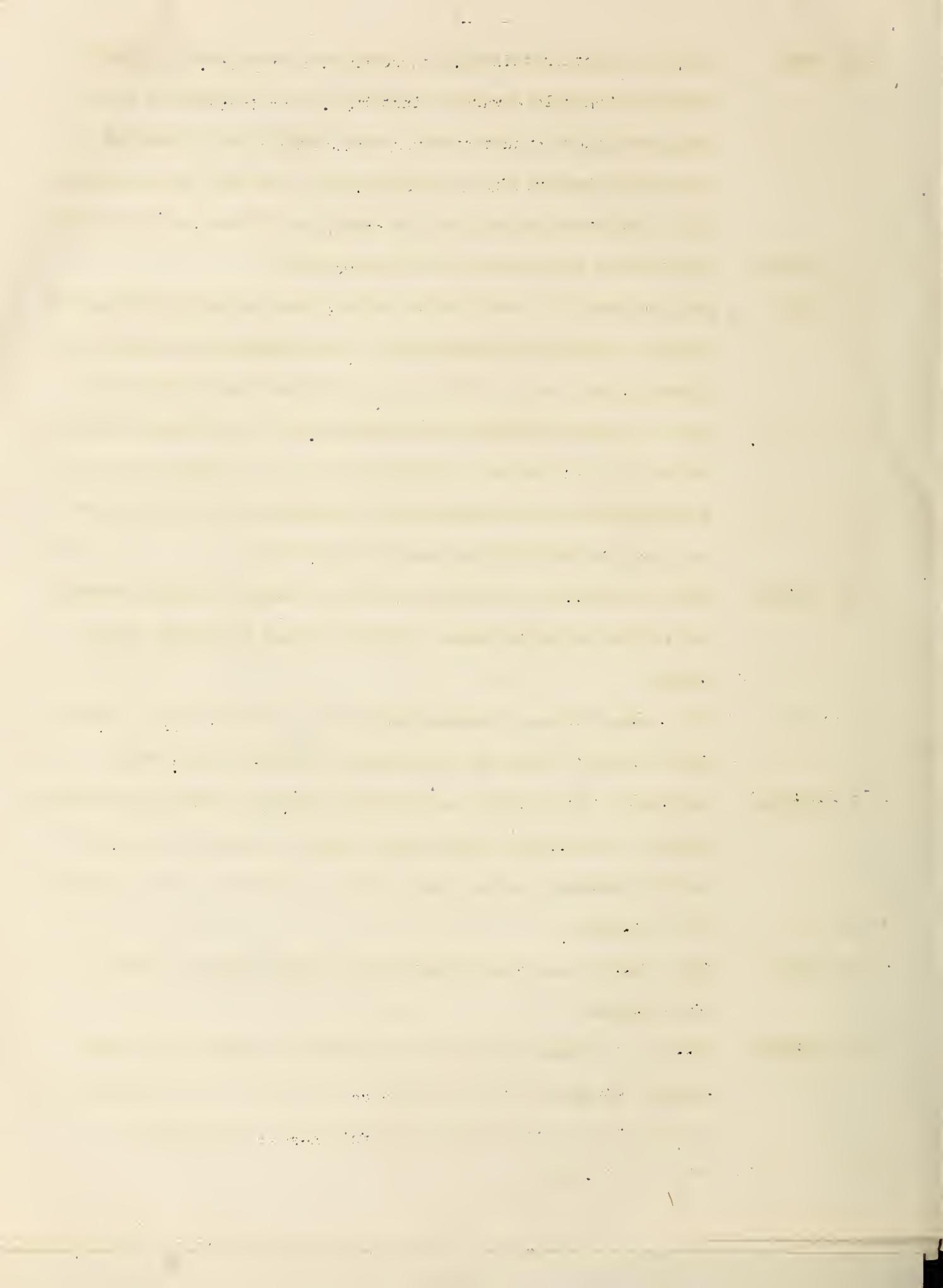
79. FREYMAN: Well now, Johnny .. I think our story is hardly complete without our telling something about how citrus fruit is picked off the trees!

80. JOHN: Sure, Mrs. Freyman! Oranges and lemons and other citrus fruits .. aren't simply picked off the branch and tossed into a box!

81. FREYMAN: No indeed. The pickers, all carefully trained, handle the fruit as though it were eggs!! They wear gloves, and they snip the fruit off the branches, being careful not to scratch the skin or bruise it in any way.

82. JOHN: But actually .. an orange seems like a tough kind of fruit, Mrs. Freyman.

83. FREYMAN: It is .. but any kind of little bruise or scratch will start decay. The picker puts it gently in a canvas bag he wears over his shoulder, and then he transfers the bagful oh-so-carefully to a box on the ground.



84. JOHN: And that way .. millions of dollars worth of fruit .. that might have been decayed by injury .. is saved every year.

85. FREYMAN: Yes .. they have picking down to a science! Lemons are picked by size. The worker has to carry a little ring with him .. about two and a quarter inches across. If the lemon will go through the ring, he leaves it on the tree. It's too small.

86. JOHN: Say, incidentally, Mrs. Freyman .. speaking of small fruit .. we left out about the kumquat! And the other more rare kinds of citrus.

87. FREYMAN: That's a story in itself! Department of Agriculture scientists say ..

88. SCIENTIST: Expeditions from the Department .. have ransacked the hidden corners of the earth for varieties of citrus fruit which might be improvements on those we already have. In our nurseries we are testing exotic fruits the far East .. from Siam, and Palestine. The famous navel orange, you know, is a result of scientific expeditions for new and better citrus fruits!!

89. FREYMAN: And of course .. crossbreeding citrus fruits has had very interesting results. Scientists crossed an orange with a grapefruit, and got what they named an orangelo! A lemon and an orange crossed, brought forth an oramon.

90. JOHN: And didn't they breed a grapefruit and a lemon and get a lemele?

91. FREYMAN: Yes .. and I think most everyone knows about the tangelo, which was a grapefruit crossed with a mandarin. It is pretty successful.

92. JOHN: Let's see .. there's a tangor .. whose parents are an orange and a mandarin.

93. FREYMAN: And then among the fairly new additions .. are the kumquat, which is a deep orange fruit, much smaller than a lemon. It has a sweet, spicy, acid taste.

94. JOHN: And it's fun to eat. There's a pummelo, too, which looks like a grapefruit, but is sweeter.

95. FREYMAN: Well, Johnny .. we could go on and on .. about the new and odd kinds of citrus fruits. But I think, before we close .. we should tell a little about what you should look for when you're shopping for citrus.

96. JOHN: You mean .. like "all isn't gold that glitters."

97. FREYMAN: I mean .. that just because an orange doesn't look golden .. doesn't mean it isn't perfectly delicious. You see, we consumers insist that our oranges be bright orange colored! So the processors have to dye them. The ones which are dyed say "color added." Others are treated with a harmless gas which brings out the color. But actually, all mature oranges aren't naturally orange colored.

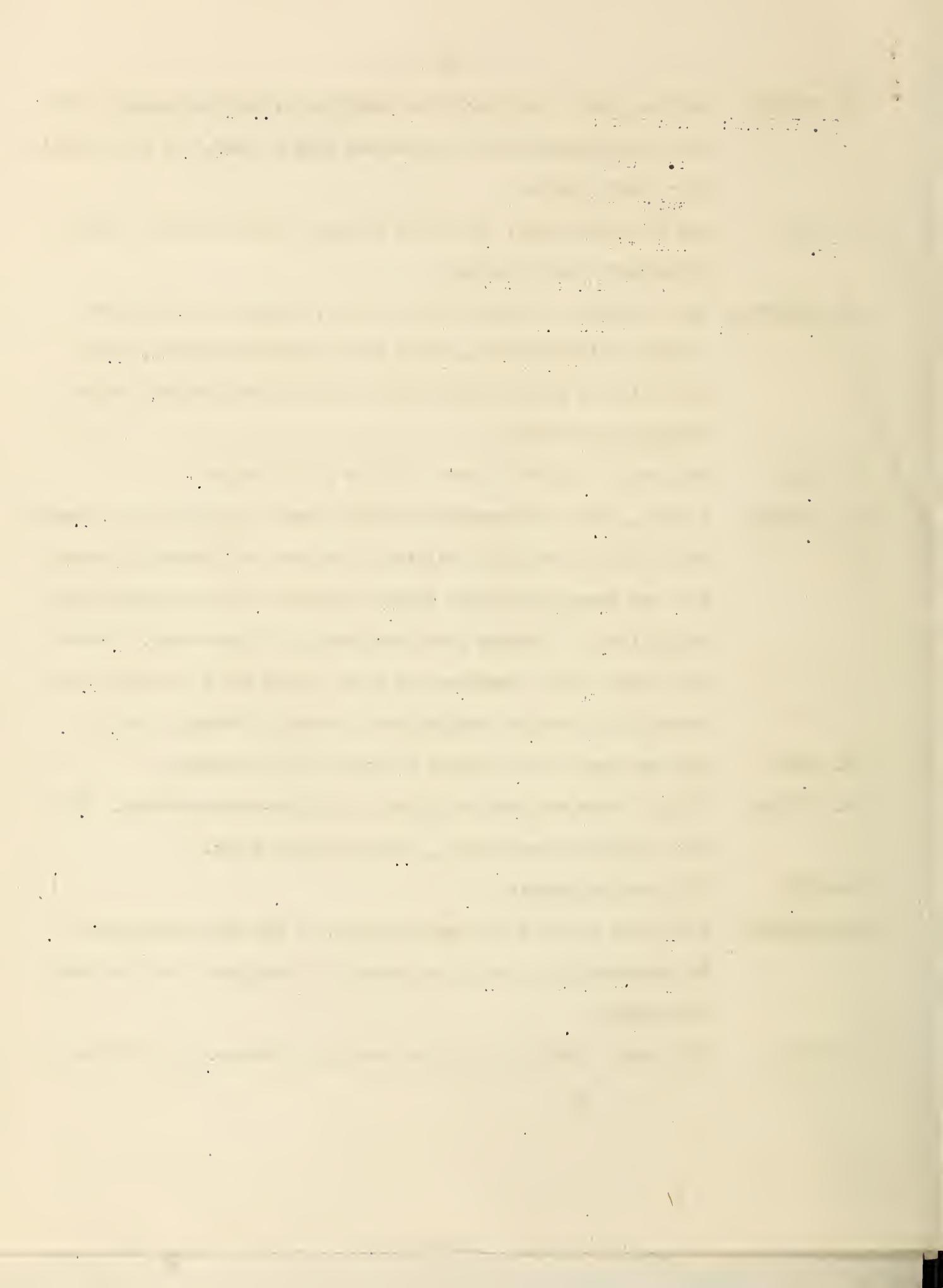
98. JOHN: Well how can you tell what's the best buy in oranges?

99. FREYMAN: The best ones are firm and heavy, with fine-textured skins. The best tangerines are heavy .. with brick-red skins.

100. JOHN: How about grapefruit.

101. FREYMAN: You should look for thin-skinned ones, if you want more juice. The coarse-skinned, puffy, or spongy ones are good, but they have less juice.

102. JOHN: What about when you find scars and discolorations on the fruit ..



103. FREYMAN: You can overlook them in grapefruit. These large rusty patches don't affect the juice content or the taste. Now about limes .. the greener ones are more acid than the yellow ones. And the light, shriveled hard-skinned, or soft limes, are pretty likely to be worthless.

104. JOHN: I see. And if you're shopping for lemons?

105. FREYMAN: The deep-yellow ones are prettiest and probably have more juice .. but if it's acid quality you want, look for the lighter-colored varieties, or the greenish ones. Incidentally, limes and lemons keep better at home if you submerge them in a jar of water. They won't dry out or rot so easily that way.

106. JOHN: Oh .. and one more thing, Mrs. Freyman .. I don't want to disclose any secrets .. but haven't I heard of women using lemon ice to .. shall we say .. lessen a double chin?

107. FREYMAN: Don't quote me on that, Johnny .. But I have heard it suggested.

108. JOHN: And isn't it true .. that women use lemons to shampoo their hair?

109. FREYMAN: Yes, lemon juice is supposed to be a very good rinse .. As long as you're being snoopy about beauty secrets, Johnny .. I've heard of women squeezing lemon juice into a jar of cold cream.

110. JOHN: What on earth does that do!

111. FREYMAN: Oh they say it's for a healthy skin! And now, Johnny .. our time is ..

112. JOHN: One more little thing .. Mrs. Freyman! I'll bet you didn't know .. that many a bride has unknowingly worn a crown of lemon blossoms .. instead of orange blossoms .. Because she's married out of the orange blossom season!! How about that!

113. FREYMAN: How about telling what's happening next week .. on CONSUMER TIME!

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1950s-1960s: The first major breakthroughs in understanding animal behavior.

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